

Message Text

UNCLASSIFIED

PAGE 01 NAIROB 08215 221046Z

11

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W

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R 220647Z SEPT 75

FM AMEMBASSY NAIROBI

TO SECSTATE WASHDC 5227

UNCLAS NAIROBI 8215

E.O. 11652: N/A

TAGS: BEXP, KE

SUBJ: PROPOSED FY 1976 TRADE PROMOTION PROGRAM

REF: A. STATE 200631 B. STATE 221944 C. NAIROBI'S A-26
OF MARCH 4, 1975.

1. IN REPLY TO REFTEL B EMBASSY WOULD LIKE TO POINT OUT
THAT RECOMMENDATIONS IN REF C STILL STAND INSPITE OF
THE FACT THERE WILL BE THREE AUTOMOTIVE ASSEMBLY PLANTS
CONSTRUCTED IN KENYA. TIMING IS ALSO NOT VERY FAVORABLE.

2. IN REPLY TO REFTEL A EMBASSY WOULD LIKE TO PROPOSE CHANGES
IN THE TRADE PROMOTION EFFORT FOR FY 1976 IN NAIROBI. THE
CANCELLATION OF THE FOOD PROCESSING AND PACKAGING EQUIP-
MENT TRADE MISSION HAS LEFT A GREAT VOID IN AN AREA THE
EMBASSY FEELS WOULD BE VERY SUCCESSFUL IN NAIROBI. IT
IS REQUESTED THAT THE APRIL CATALOG SHOW COVERING THE
SAME FIELD BE EXPANDED TO INCLUDE NARIABI IN ORDER TO
TAP A POTENTIALLY LARGE MARKET.

3. THE AMERICAN BOOK WORLD CATALOG SHOW SCHEDULED FOR
NAIROBI IN MARCH SHOULD BE CANCELLED. THE NARROWING
OF THE THEME FROM MEDIA USA TO JUST BOOKS WILL MAKE
IT VERY DIFFICULT TO PROMOTE. FYI: AMERICAN WRITTEN
BOOKS SOLD IN KENYA ARE LARGELY PRINTED BY BRITISH PUBLISHERS
BECAUSE OF THE DIFFERENCES IN SPELLINGS.
MARSHALL

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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Margaret P. Grafeld
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